

## Message Text

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72

ACTION EB-11

INFO OCT-01 ARA-16 ISO-00 TRSE-00 COME-00 TAR-02 L-03

SPC-03 DRC-01 RSC-01 /038 W  
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R 261632Z SEP 73

FM AMEMBASSY MEXICO  
TO SECSTATE WASHDC 8154

UNCLAS MEXICO 7255

E.O. 11652: N/A

TAGS: EIND, MX

SUBJ: MEXICAN IMPORT QUOTA FOR BOURBON

REF: STATE 188287

1. CONTENT OF REFTEL DISCUSSED WITH LARRANAGA WHO SAID GOM HAS APPROVED A REQUESTED INCREASE IN BOURBON QUOTA OF 10,000 CASES FOR THE REMAINDER OF 1973 OVER AND ABOVE PREVIOUSLY APPROVED LEVEL OF 8,700. HE ALSO SAID BOURBON QUOTA IN 1974 WILL BE 40,000 CASES, 5,000 CASES IN 1975 AND 50,000 CASES IN 1976 IN ACCORDANCE WITH LEVELS SUGGESTED BY BOURBON INSTITUTE.

2. GOM WOULD PREFER TO HAVE BOURBON INSTITUTE OR USG ALLOCATE QUOTA ON THE BASIS OF COMPANIES OR BRAND NAMES IN ORDER AVOID POSSIBLE CHARGE OF GOM DISCRIMINATION AGAINST US COMPANIES WHICH CANNOT BE ACCOMMODATED. LARRANAGA WAS TOLD AT BOURBON INSTITUTE HAD EMPHATICALLY REJECTED THIS IDEA. ONLY THEN DID HE RELUCTANTLY AGREE TO GOM MAKING ALLOCATION ON "AS EQUITABLE A BASIS AS POSSIBLE." GOM WILL CONSIDER PROPOSAL CONTAINED PARA 7 REFTEL OF ALLOCATING QUOTAS ON QUARTERLY BASIS COMMENCING 1974. FINAL DECISION ON TTYS AND OTHER MATTERS PERTAINING TO ALLOCATION WILL BE MADE BY DIRECTOR GENERAL OF COMMERCE, LIC. ANTONIO CALDERON. LARRANAGA WAS NOT CERTAIN AS TO ACTUAL BASIS BEING USED BY GOM FOR ALLOCATION OF BOURBON QUOTA AS WELL AS FOR THAT OF OTHER ALCHOLIC BERAGES BUT WILL ENDEAVOR TO PROVIDE THIS INFORMATION TO EMBASSY SHORTLY.

3. LARRANAGA GAVE OFFICIAL APPROVAL TO PROPOSED CHANGE IN PARA 3  
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UNDER "CONSIDERING" OF DRAFT DECREEON PROTECTION OF BOURBON ADDING

WORDS "FOR DOMESTIC CONSUMPTION OR EXPORTATION" AFTER "...WHETHER  
IN CONTAINERS". SAME PHRASE WILL ALSO BE ADDED TO PARA 1 UNDER  
"RESOLUTION" FOLLOWING WORD "CONTAINERS".

4. ACTION REQUESTED: LARRANAGA WOULD LIKE TO BE INFORMED AS FAR

IN ADVANCE AS POSSIBLE OF EXACT DAY THE FINDING ON TEQUILA WILL  
BE PUBLISHED IN US IN ORDER THAT HIS OFFICE MIGHT HAVE SUFFICIENT  
TIME TO ARRANGE TO HAVE THE MEXICAN DECREE ON BOURBON PUBLISHED  
THE SAME DAY IN THE "DIARIO OFICIAL".

5. PLEASE INFORM BOURBON INSTITUTE OF APPROVED INCREASE IN BOURBON  
QUOTA FOR REMAINDER 1973 SO THAT IT MAY PASS INFORMATION ON TO ITS  
MEMBERS PROMPTLY.

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 26 SEP 1973  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Office:** ACTION EB  
**Original Classification:** UNCLASSIFIED  
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**Original Previous Classification:** n/a  
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**Page Count:** 2  
**Previous Channel Indicators:**  
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**Previous Handling Restrictions:** n/a  
**Reference:** STATE 188287  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** kelleyw0  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 05 OCT 2001  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <05-Oct-2001 by maustmc>; APPROVED <06 MAR 2002 by kelleyw0>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** MEXICAN IMPORT QUOTA FOR BOURBON  
**TAGS:** EIND, MX  
**To:** STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005